

ABSTRACT.

A bottle identifier may be placed around the neck of a bottle so that the bottle may be readily visually distinguished from other bottles. The bottle identifier has a body with an opening into which extends one or more resilient tabs. The opening receives the neck of the bottle with the tabs deflecting to assist in retaining the identifier on the bottle. A number of identifiers may be provided which are visually distinguishable from each other. For example, the identifiers may be provided in a variety of colours. Thus, the identifiers may be used to readily visually distinguish bottles of a number of different consumers.